

ALPINE
1994 SPENDING & PROFITABILITY

	1994 ORIGINAL BUDGET		1993 THIRD REVISED		1992 ACTUAL	
	\$	PER M	\$	PER M	\$	PER M
UNIT VOLUME	2,000		1,754		2,348	
MARGINAL CONTRIBUTION	\$34.0	\$17.00	\$35.8	\$20.41	\$66.8	\$28.44
DIRECT MARKETING						
ADVERTISING	2.2	1.09	1.5	0.86	2.8	1.19
EVENT	0.0	0.00	0.0	0.00	0.0	0.00
RETAIL PROMOTION	1.9	0.95	3.8	2.17	12.8	5.47
COUPONING	6.0	3.01	21.8	12.43	31.2	13.30
DIRECT MARKETING	2.9	1.45	8.0	4.56	3.9	1.65
POS	0.0	0.00	0.4	0.23	0.4	0.18
OTHER	0.0	0.00	0.2	0.11	0.0	0.00
	13.0	6.50	35.7	20.35	51.1	21.79
RETAIL SUPPORT	3.5	1.75	4.4	2.51	10.1	4.31
TOTAL DIRECT MARKETING	16.5	8.25	40.1	22.9	61.2	26.10
NET CONTRIBUTION	\$17.5	\$8.75	(\$4.3)	(\$2.45)	\$5.6	\$2.34
% CHANGE FROM PRIOR YEAR	100.0% +	100.0% +	100.0% -	100.0% -	-69.0%	-61.0%